

nairn's case study

Our campaign

Our response was to devise *nairn's Natural Woman*, a campaign encouraging women across the country to get involved and try out a range of natural and healthy options across diet, beauty and exercise. Teaming up with well respected female health and wellbeing ambassadors, nairn's offered women a range of opportunities to sample naturally healthy activities, such as the nairn's 'natural spa' retreat which welcomed 30 competition winners. We worked closely with Kate Rew, founder of the UK Outdoor Swimming Society, to organise the *nairn's Natural Woman* 'Big Dunk'. This outdoor plunge to celebrate the first day of Spring saw over 50 women (and some brave men!) 'dunking' en masse into the freezing waters of Scotland's Firth of Forth.

A high profile broadcast on Sky News was secured, plus fun picture-led coverage hitting a wide range of digital and print media .